

TO: Distribution

DATE: October 22, 1992

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SUBJECT: CAMBRIDGE MARCH PACK PROMOTION ELEMENTS MEMO**OVERVIEW**

Beginning March, Cambridge will be offering consumers a BIG1F pack incentive (utilizing the 2-pack sleeve vehicle) plus a booklet of money saving coupons good for future purchases of Cambridge. The promotion will be nationally distributed throughout pack outlets, primarily convenience, convenience/gas and grocery.

**OBJECTIVES/STRATEGIES**

The primary objective of this promotion is to generate trial among competitive price sensitive smokers. In addition, the program is designed to encourage purchase continuity among the "trial smokers," as well as the brand's own users.

In order to achieve these objectives, Cambridge will offer a BIG1F pack retail incentive and deliver a booklet (to be inserted between the two packs) of two money saving coupons encouraging additional purchases of Cambridge:

- \$.40 off 1 pack
- \$.80 off 2 packs

The booklet will also include a name generation device offering a lighter to complete the form.

**PROMOTIONAL DETAILS**

|                                       |   |
|---------------------------------------|---|
| <b><u>Offer:</u></b>                  | BIG1F Pack plus booklet of Cambridge pack coupons     |
| <b><u>Timing:</u></b>                 | 1st Trimester (March)                                 |
| <b><u>Presell:</u></b>                | December 28th - February 26th                         |
| <b><u>Geography:</u></b>              | National  |
| <b><u>Target Trade Class(es):</u></b> | Pack Outlets - Convenience, Convenience/Gas & Grocery |
| <b><u>Deals:</u></b>                  | <del>2.9 million</del>                                |
| <b><u>Units:</u></b>                  | 58 million  |
| <b><u>Displays:</u></b>               | <del>72,643</del>                                     |

*46 deals per*

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## PRODUCT

Field Sales will be allocated a total of 2.9 million two-pack deals which will be assembled into the two-pack sleeves by Richmond Packing Operations. The distributors and/or S/R's will be required to place the deals into the shipper displays.

Five packings will be available in accordance with the following breakdowns:

|                     | <u># of Cartons<br/>per Displays</u> | <u>% of Total<br/>Deals</u> | <u>Packing<br/>Code</u> |
|---------------------|--------------------------------------|-----------------------------|-------------------------|
| Cambridge FF KSF    | 1                                    | 12.5%                       | 08VA                    |
| Cambridge FF 100's  | 2                                    | 25%                         | 08XA                    |
| Cambridge LT KSF    | 1                                    | 12.5%                       | 14RA                    |
| Cambridge LT 100's  | 3                                    | 37.5%                       | 14TA                    |
| Cambridge ULT 100's | 1                                    | 12.5%                       | 03WA                    |

UPC #'s for the BIGIF two-pack sleeves are:

KSF  
0-28200-19040-6

100's  
0-28200-19044-4

## DISPLAYS/POS

A total of ~~72,643~~ 40-deal/80-pack shipper displays will be available for this promotion in addition to a variety of POS materials.

### Dimensions

#### Display Size

Assembled 40 deal display

16" D x 12 1/4" W x 21 1/2" H

#### PM Express Shipper Kit

40 deal shipper display, 1 small poster  
and 1 dangler

#### Kit Dimensions

16 1/2" L x 20" W x 2" H

#### Kit #

28501

## ALLOWANCES/TERMS

The following payments and promo codes will be provided in support of this promotion:

|  | <u>Payment</u> | <u>Promo Code</u> |
|--|----------------|-------------------|
| Distributor Payment:                     |                |                   |
| To assemble 40 2-pack units into display | \$18/12M case  | 818               |
| Display Placement                        | N/A            | 285A              |

In addition, a \$0.10/carton handling allowance will be provided for distributors for handling the free pack.

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## **ORDERING**

Orders for the two-pack deals should be placed into D. Smith beginning January 18th.

Orders for PM Express Kits can be made via PM Express Interactive Voice Response (IVR) beginning January 18th through April 2nd.

## **ATTACHMENTS**

- Materials Timetable/Listing
- Deal/Display Allocations

CA32/sl

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